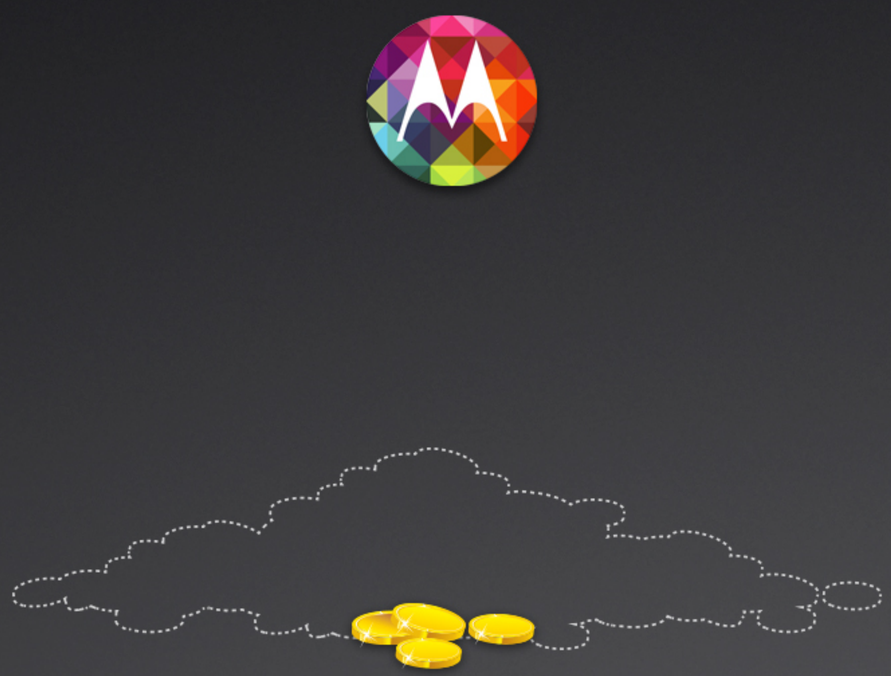
ONEPLUS

Some people have been saying that hardware is dead.

“Software is eating the world.”
- Marc Andreessen

Motorola is now a part of Lenovo but…



$2.91 Billion

$19 Billion

Is hardware really dead?

No

That’s why we’re here.

OnePlus

A Hardware Company

ONEPLUS ONE BEST SPECS

Best Specs

CPU

SNAPDRAGON 801
8974AC 2.5GHz

RAM

3GB LPDDR3

ROM

EMMC 5.0 16GB/64GB

CAMERA

5MPx FRONT
13MPx BACK

BATTERY

3100 mAh

WIFI

2.4G/5G 802.11 b/g/n/ac

NETWORK

2G / 3G / 4G

BLUETOOTH

4.0

2014 Flagship Killer

Specs are always the most boring part of hardware.

Now that we have that out of the way…

Return to User Value

Design is more than how something looks, it’s about perfecting the day to day experience for our users.

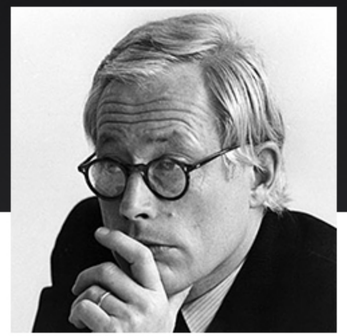
Smartphones

There are many reasons to dislike one.
Only one reason is needed to love one.

So what’s the secret?

DESIGN

The OnePlus One is beautiful from all angles.



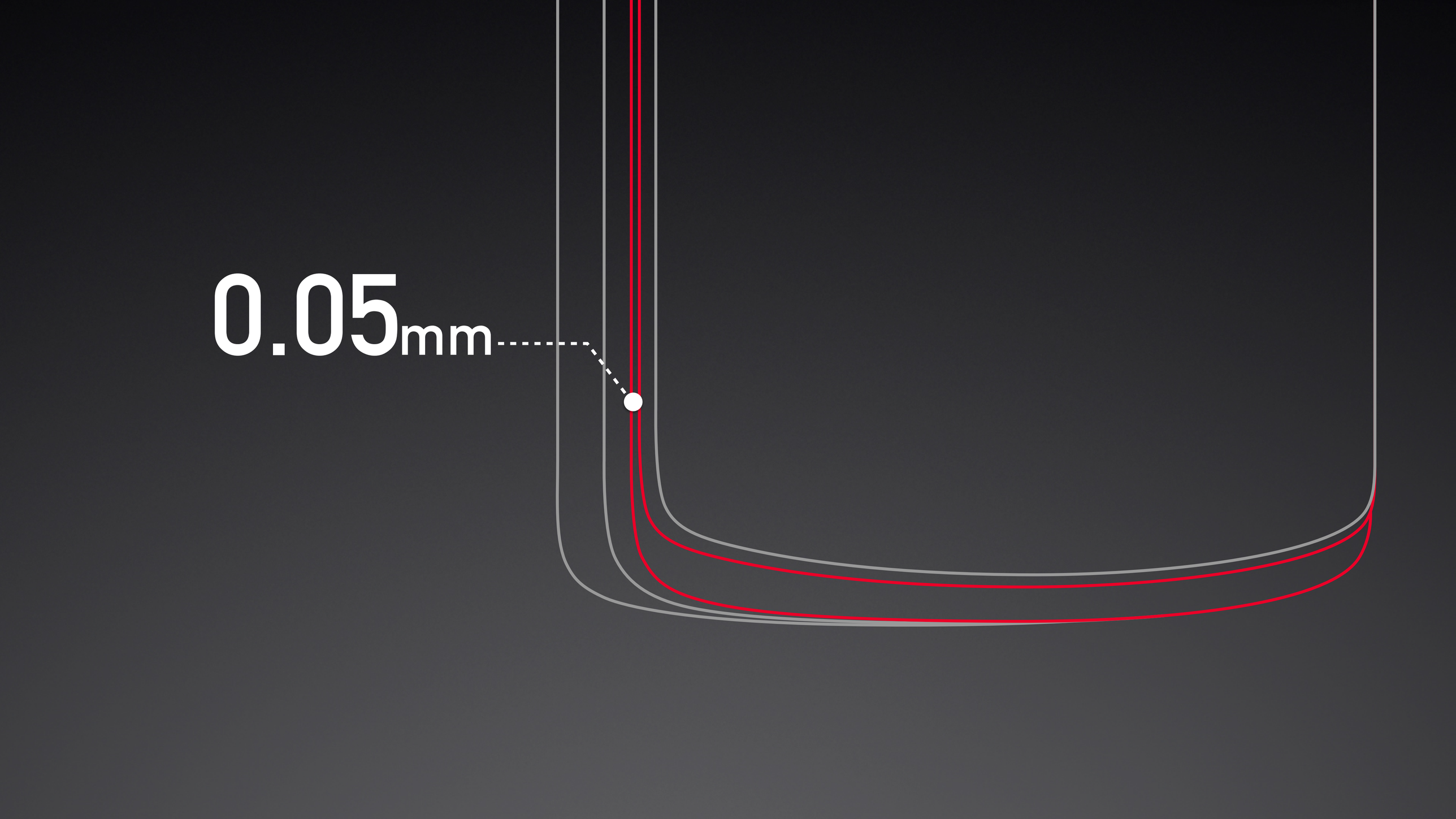
LESS
BUT BETTER

- Dieter Rams

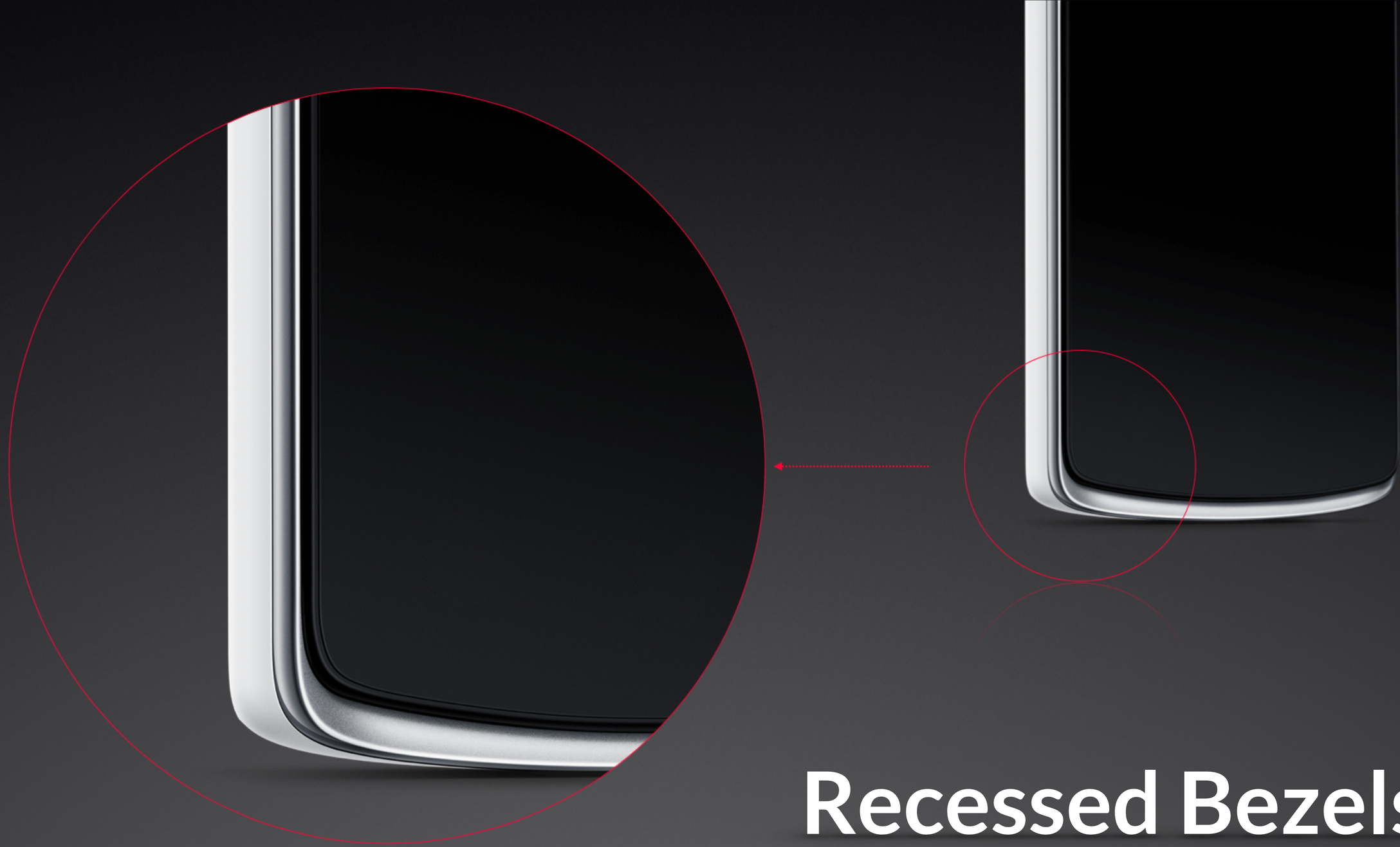
Front facing logos are ugly

Revising

Frame border lowered by 0.05mm.
Outer bezels raised by 0.05mm.
Total change 0.1mm.


0.05mm

The devil is in the details.

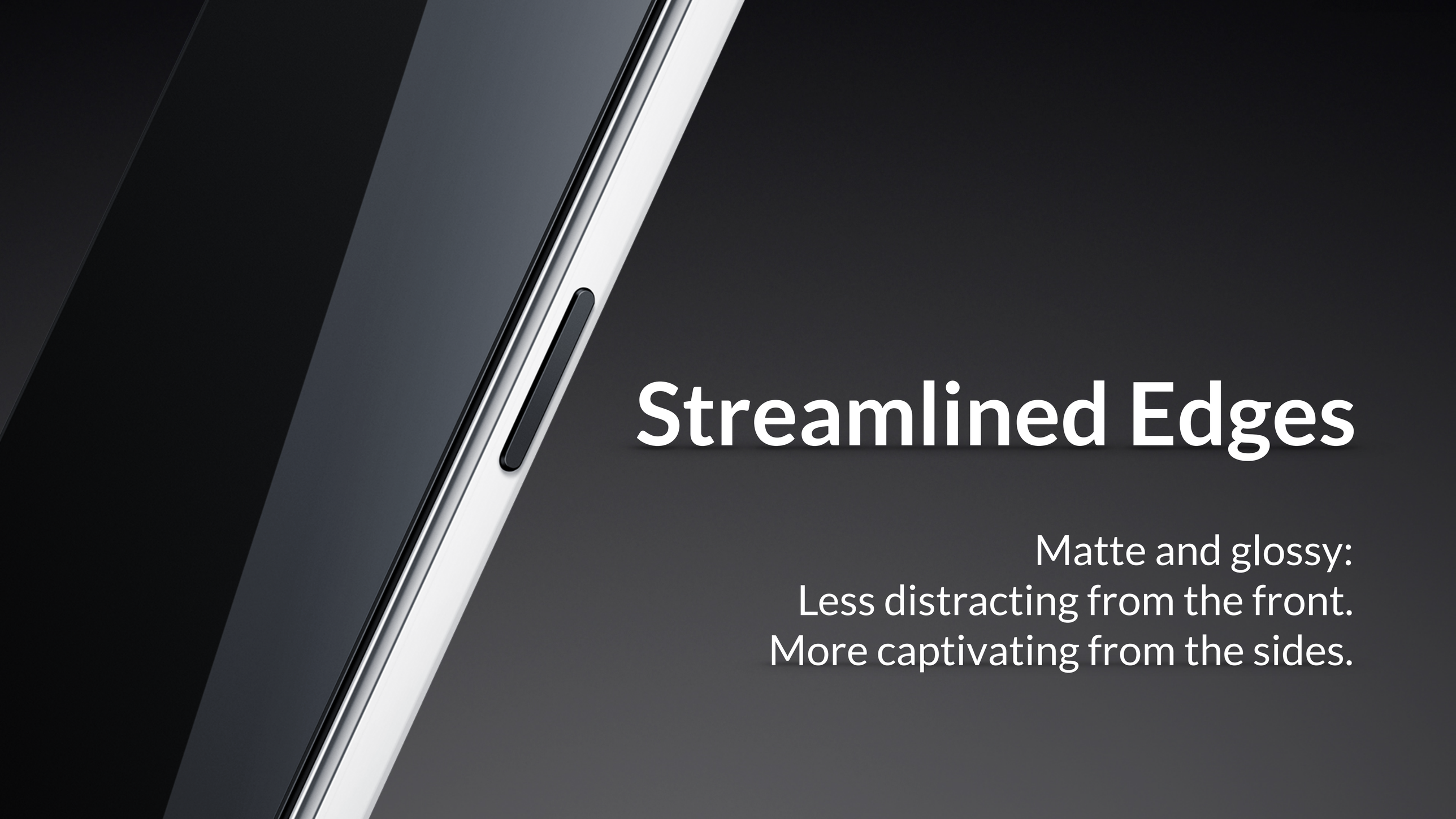


Recessed Bezels

Elevated Display

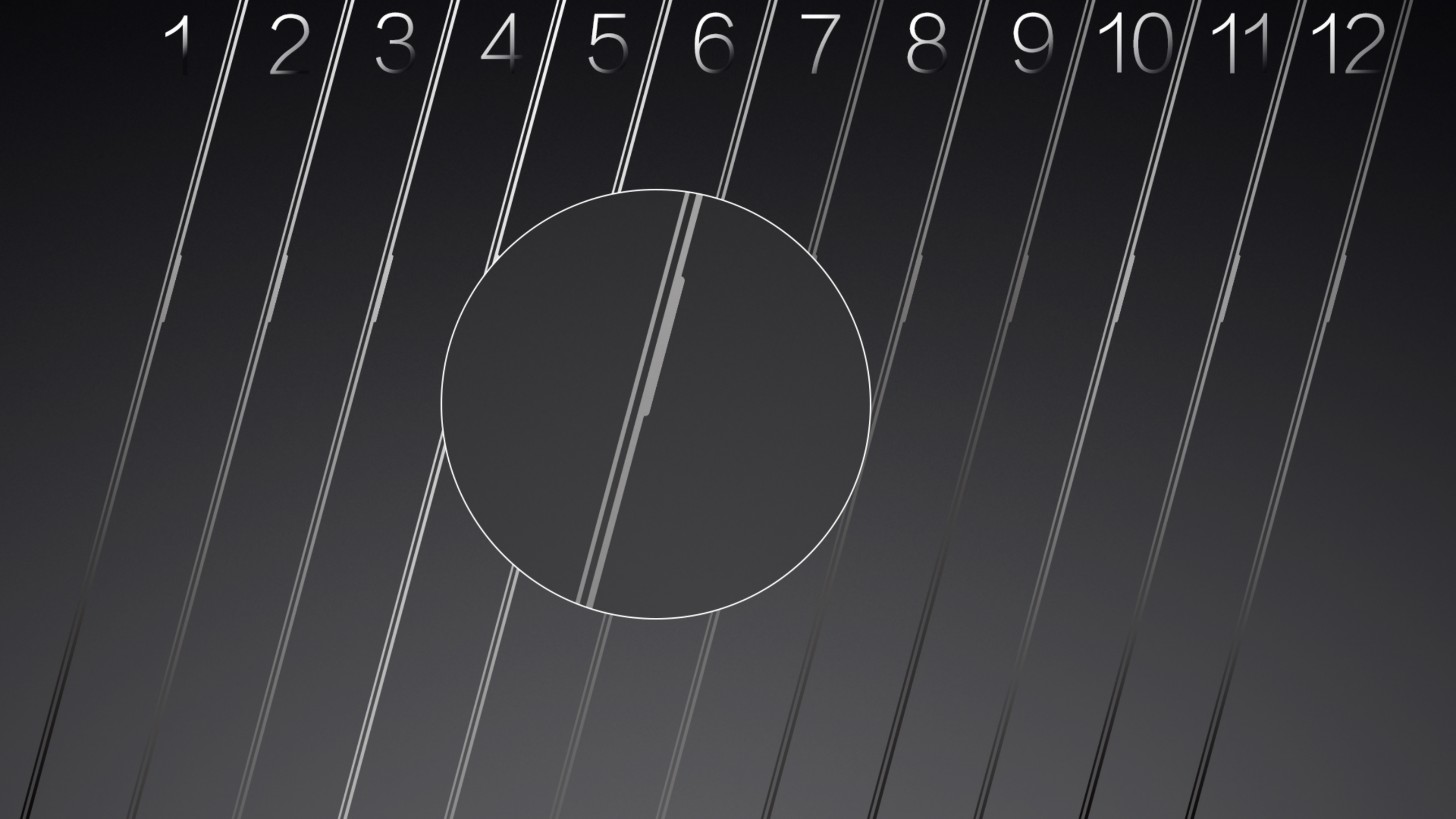
Amazingly Elegant

7% more durable to drops.



Streamlined Edges

Matte and glossy:
Less distracting from the front.
More captivating from the sides.


1 2 3 4 5 6 7 8 9 10 11 12

Never Settle:
If it’s not good enough, revise.

Beautiful Contours

Design, then simplify.

One Regret

We have one regret on the OnePlus One: it has no metal borders. Having them would cause issues with signal and add significant amount of weight to our device.

An Honest Company

ERGONOMICS

Redefining Ergonomics

It’s the end result that matters.
It’s about how it looks and feels.

Materials and Finish
Perceived Size
Weight Distribution

Unique Textures

Sandstone Black

Silk White

Silk White

It’s so smooth!

Made from cashew nuts.

Cashew

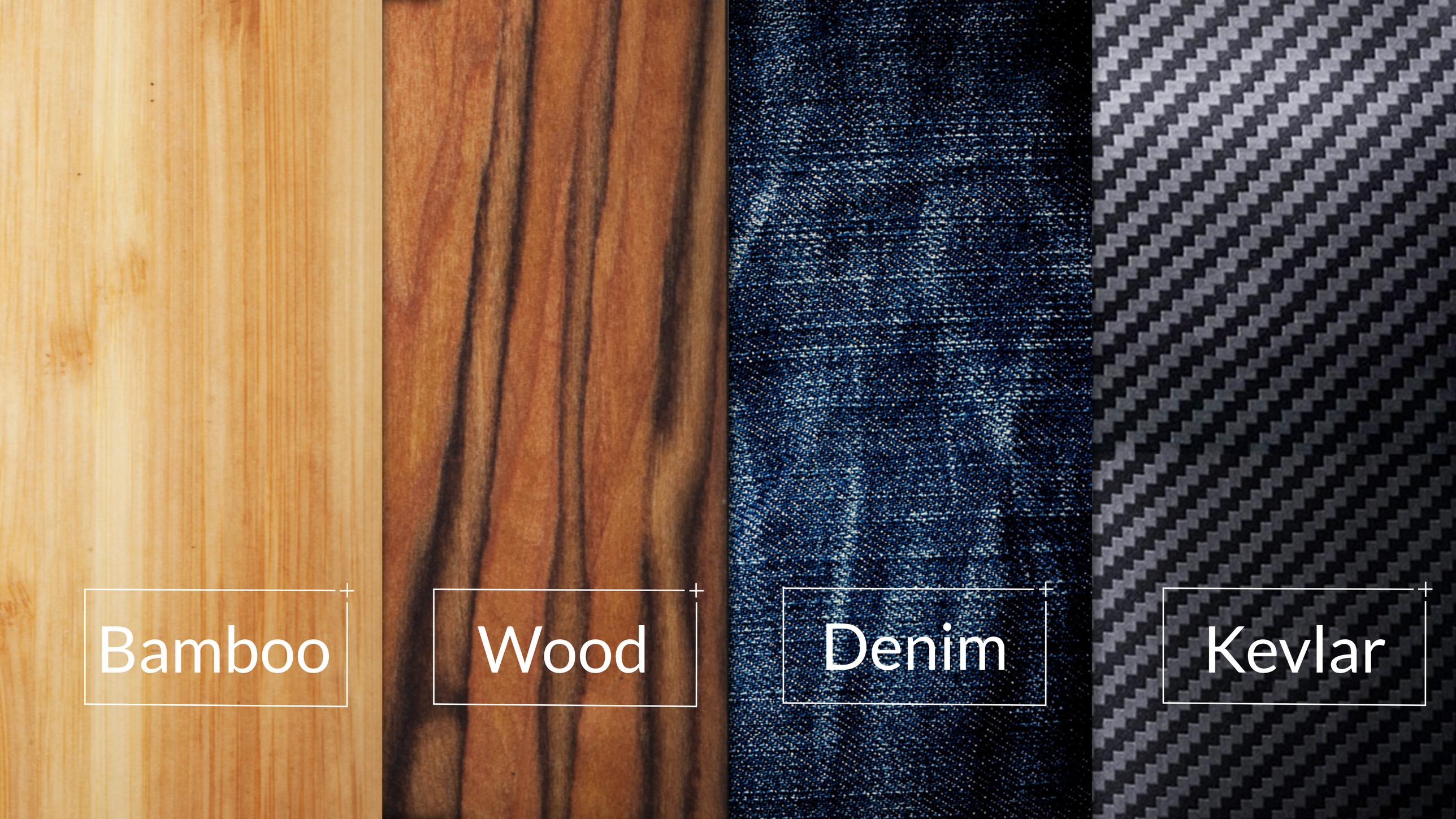
カシュー株式会社

Unique textures you've never felt before.

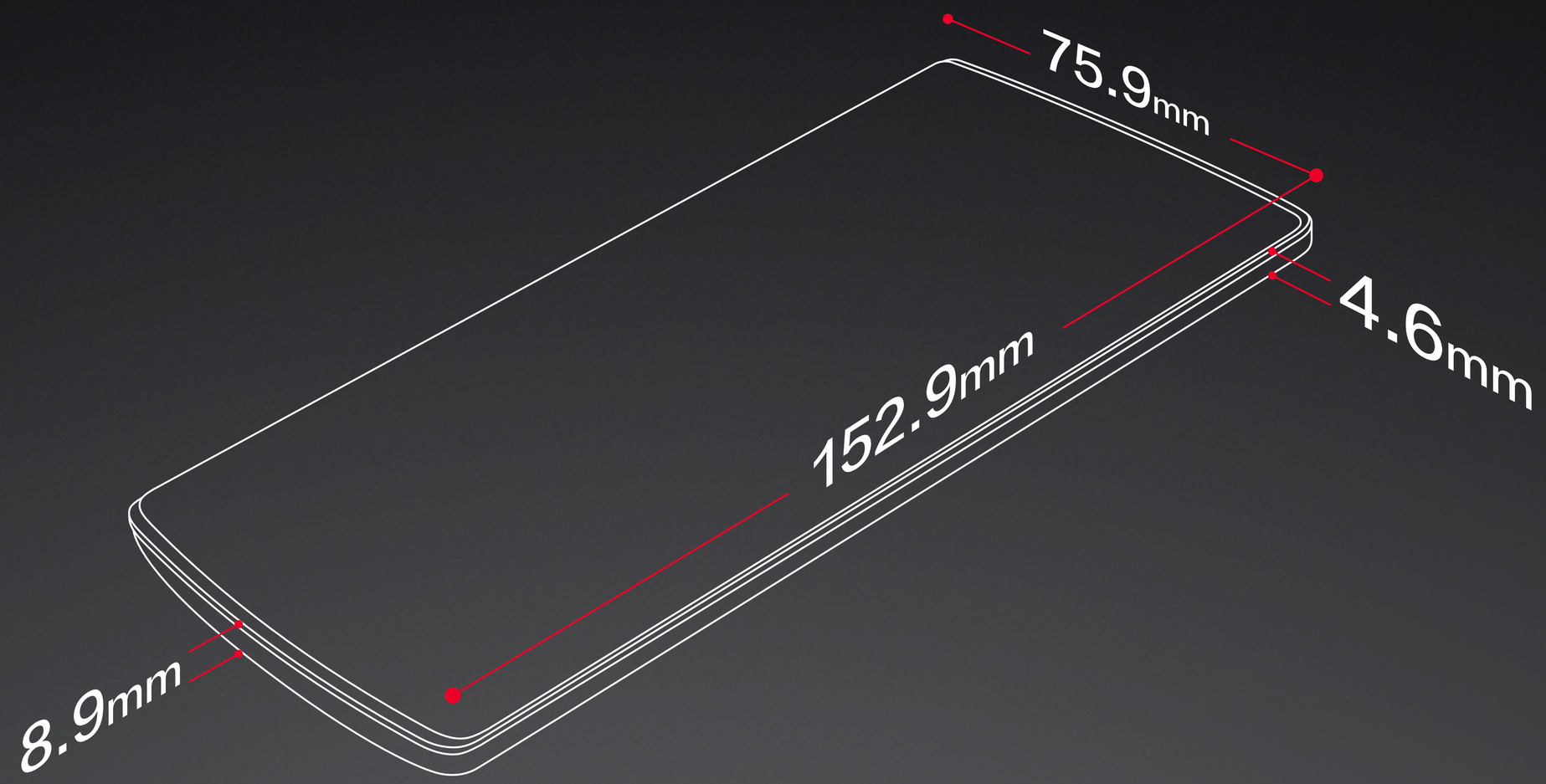
Natoko

Nude is Sexy
Who needs a phone case?

StyleSwap Covers


Bamboo
Wood
Denim
Kevlar

PERCEIVED SIZE


75.9mm
4.6mm
152.9mm
8.9mm

Curved Back

1 Month
36 Revisions

4.6

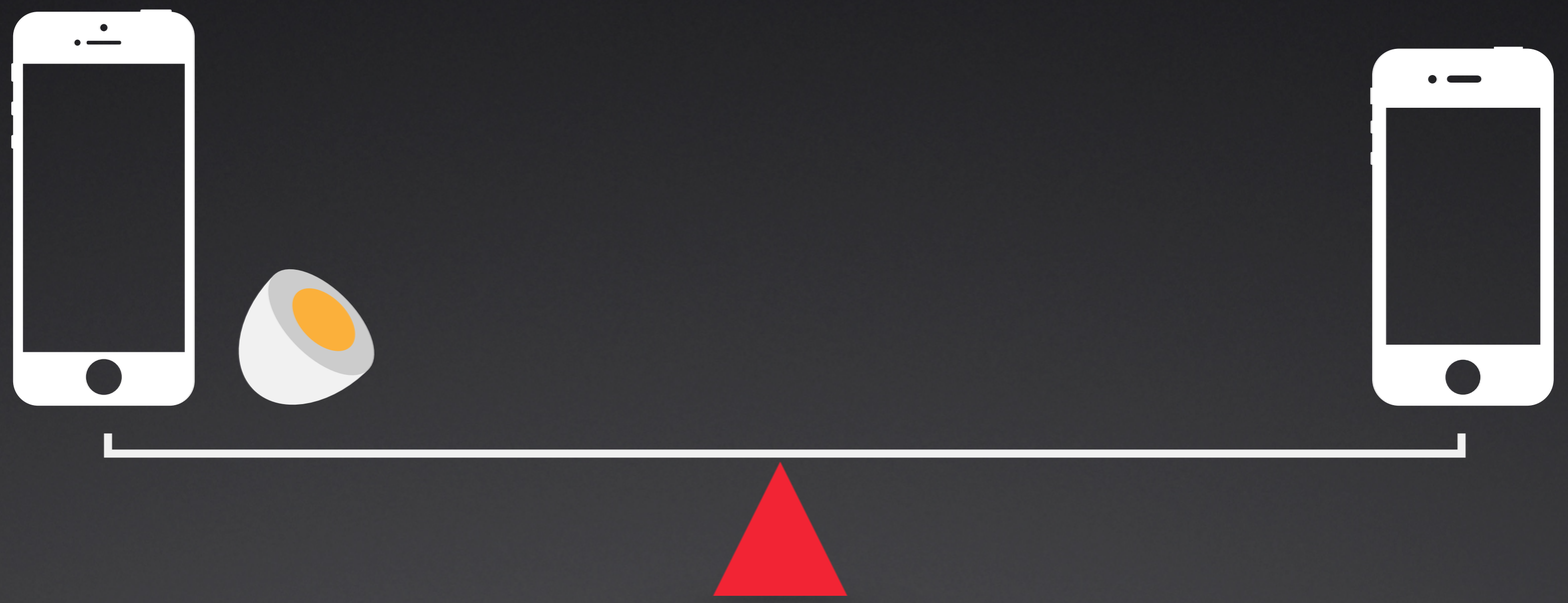
mm

3100mAh

Dual Speakers

“It feels amazing in your hands.”

WEIGHT DISTRIBUTION



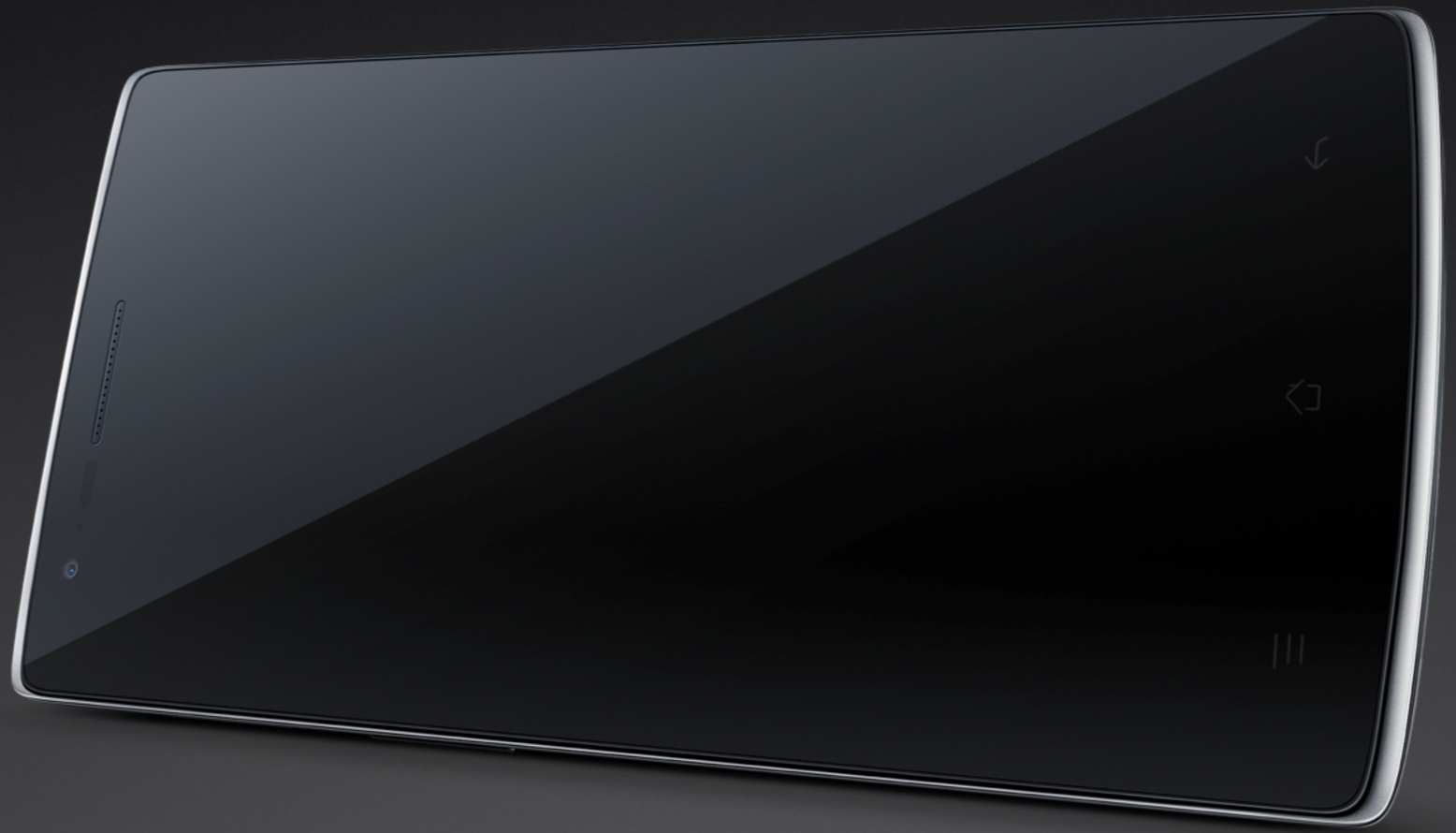
iPhone 5

iPhone 4S

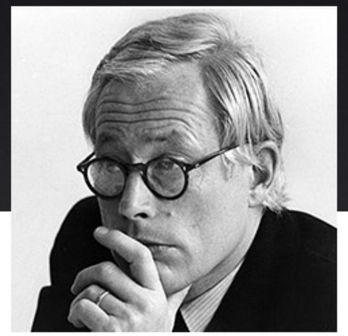
198 g
STAINLESS STEEL
175 g
ALUMINUM
162 g
MAGNESIUM

162g Feels Great

Light and Easy to Hold



2:30
Google
NEVER
SETTLE
AUDIOFX
CAMERA
GALLERY
STUDIO
CYANOGEN



GOOD DESIGN IS THOROUGH DOWN TO THE LAST DETAIL.

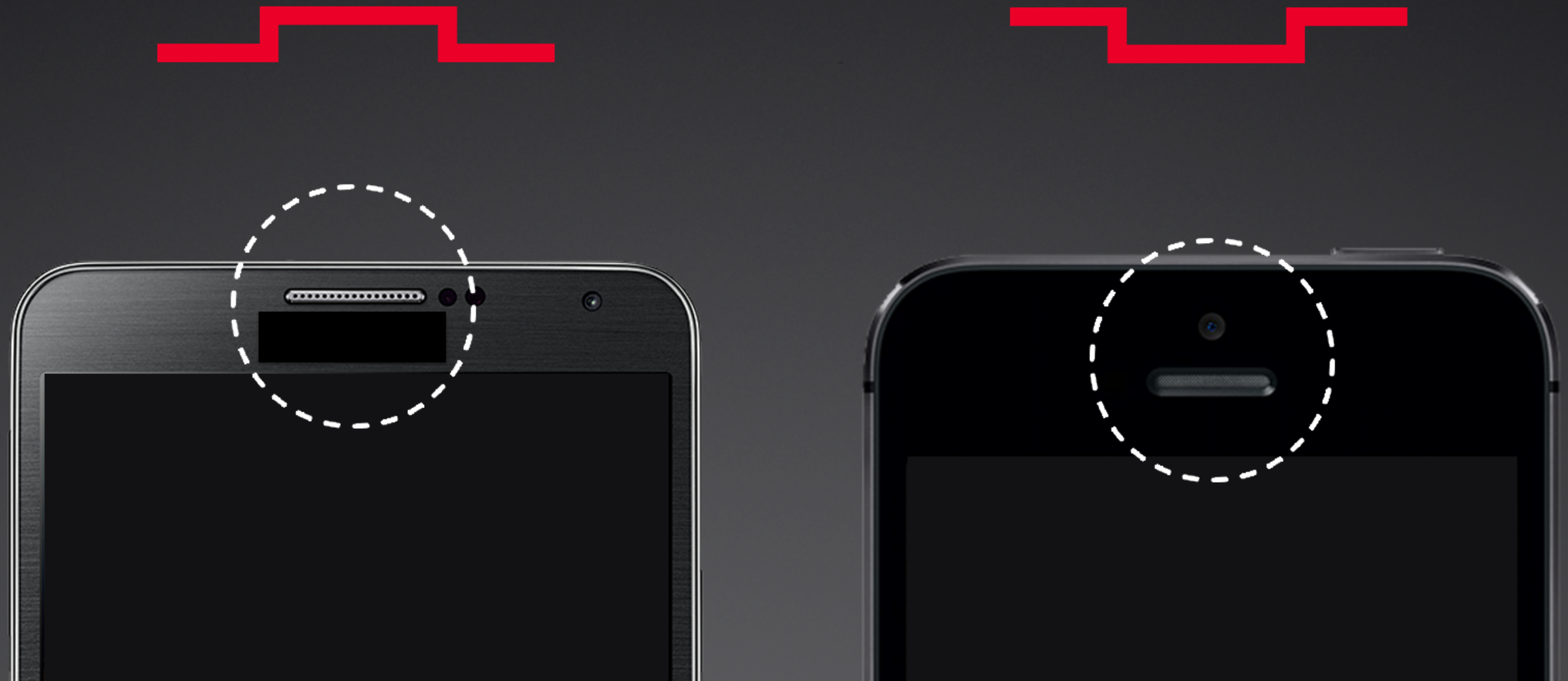
-Dieter Rams

“For those who appreciate aesthetics, what’s inside matters just as much as what’s outside.”

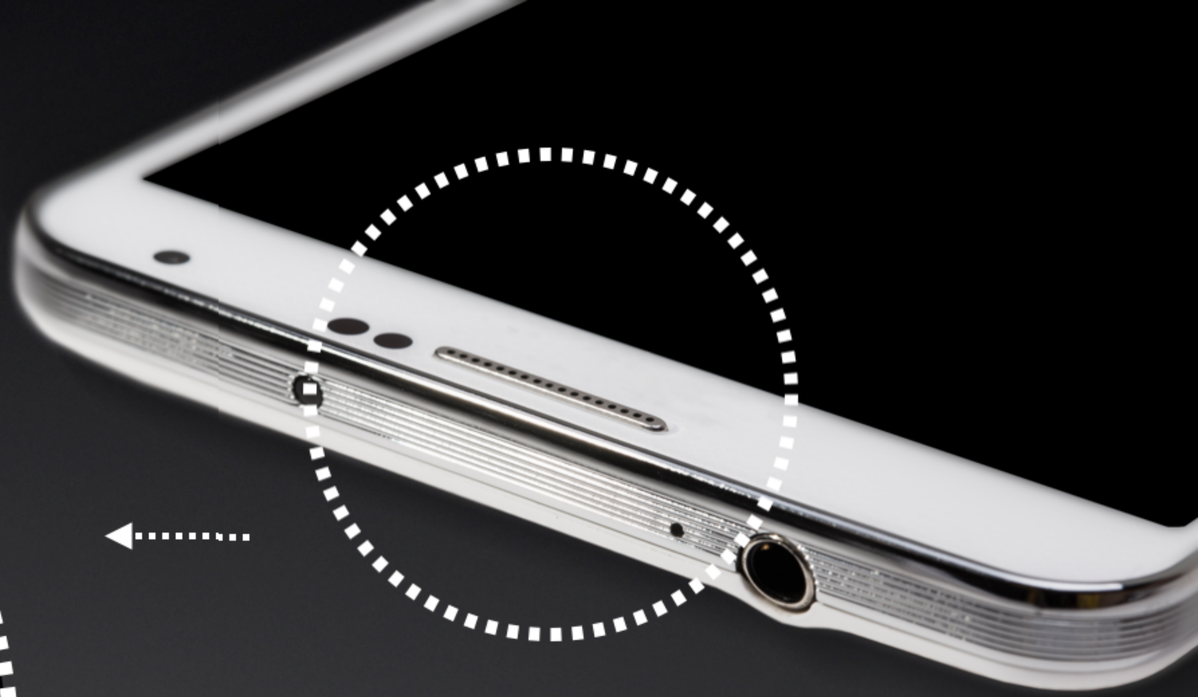
Exceptional Design

Attention to every detail.

Speaker Grill



Full of dust after 3 months.



Sticks out like an ugly scar.

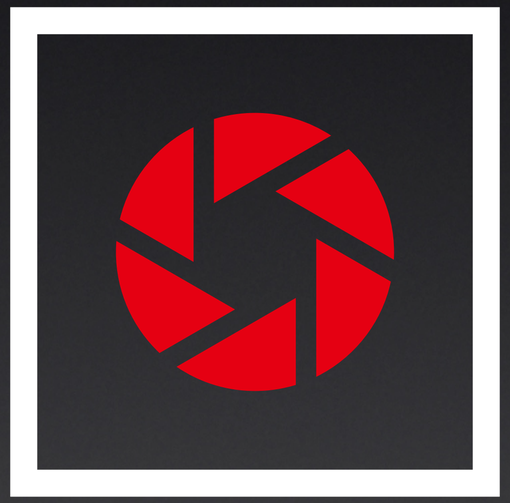
Perfectly Flat

AUDIO QUALITY

Dishonest Design

JBL

World’s first smartphone with dual bottom facing speakers.



SMARTPHONE PHOTOGRAPHY

~~Only for Professionals~~

~~Reliant on Hardware~~

Fast

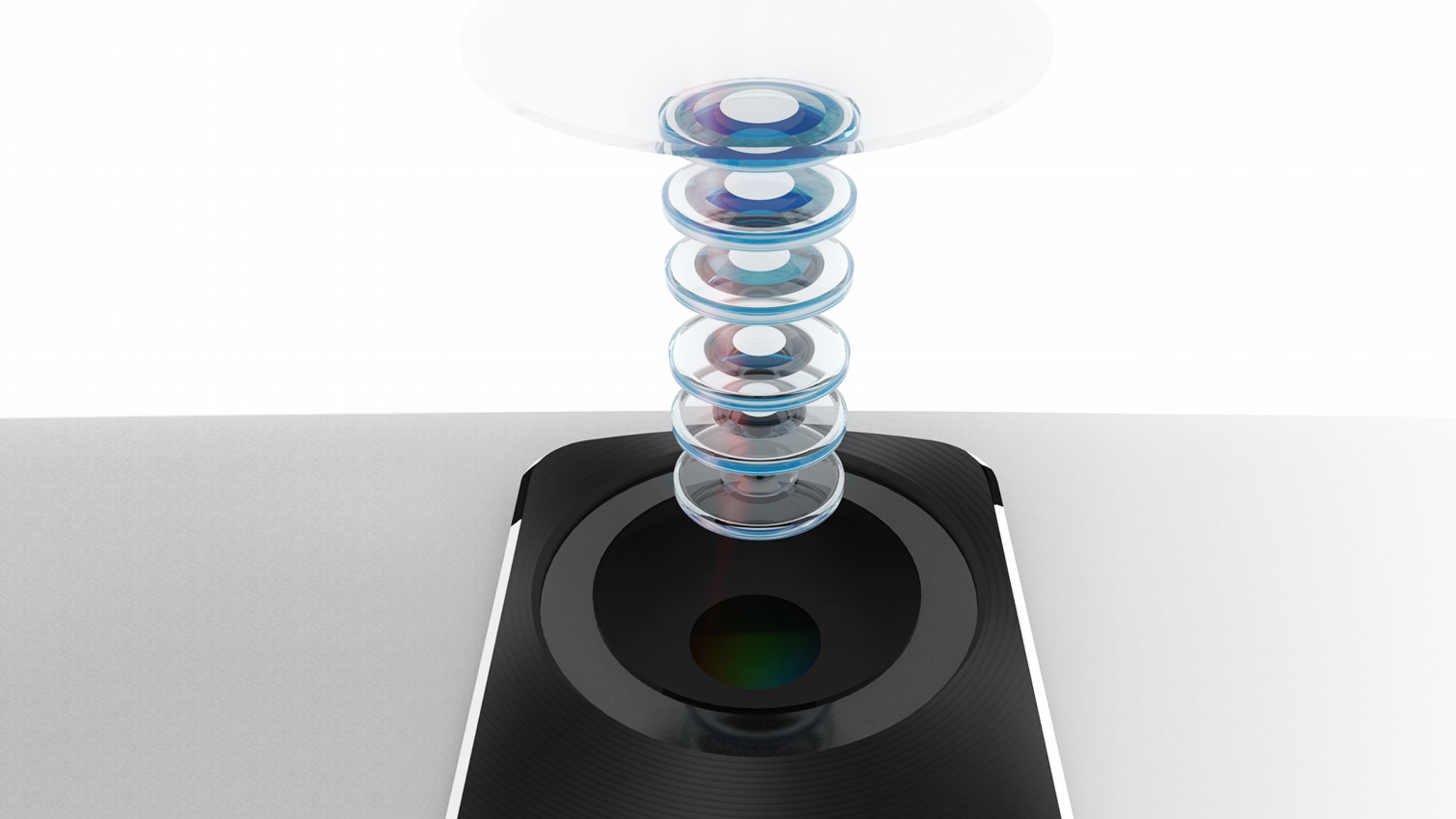
Quick focus and capture.

Precise

Precise exposure, light sensitivity and white balance.

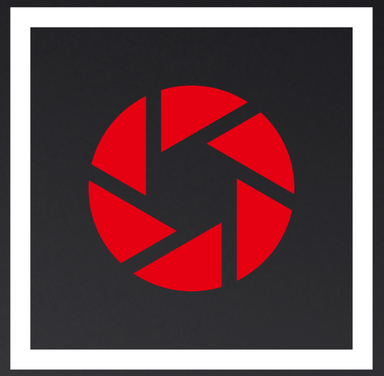
Stable

Crystal clear and sharp images.



13 MPx Gen2
Sony Exmor Sensor

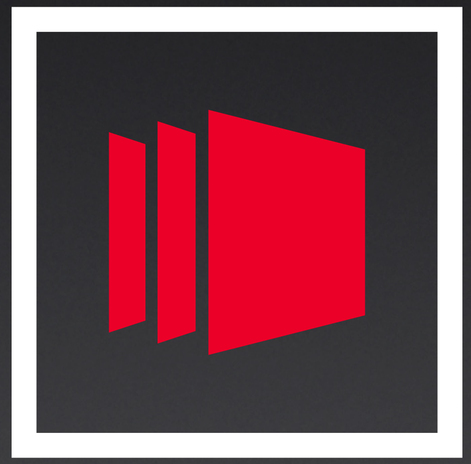
6 Physical Lenses



f/2.0 Aperture

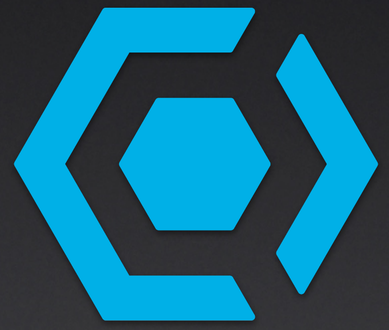
0.3s Shutter Speed

Thrilling White Balance Accuracy



Stable Image Quality

OPERATING SYSTEM



CYANOGEN

CyanogenMod 11S

Flexible Functions
Themes and Customization
Privacy and Security

SERVICE

Our customer service team is ready
to serve you in all launch countries.

SHOPPING EXPERIENCE

Ships from a warehouse near you.

INVITE SYSTEM

Buy as soon as you get an Invite.

Share Invites with your friends and family.

Price?

Now to the part everyone’s waiting for…

Phone	Processor	Display	Storage	Battery	Cameras	Price
Samsung Galaxy S5	2.5 GHz Snapdragon 801	5.1 inch 1080p	2GB/16GB	2800mAh	16MPx 2MPx	$699
HTC One M8	2.3 GHz Snapdragon 801	5.0 inch 1080p	2GB/16GB	2600mAh	Dual 4MPx 5MPx	$699
OnePlus One	2.5 GHz Snapdragon 801	5.5 inch 1080p	3GB/16GB	3100mAh	13MPx 5MPx	**?**

$299 USD

16GB

OnePlus One

2014 Flagship Killer

64GB?

What’s fair to charge for additional memory?

$649 USD

iPhone 5S 16GB

$849 USD

iPhone 5S 64GB

$349 USD

64GB

OnePlus One

2014 Flagship Killer

	16 GB	64 GB
USD	299	349
EUR	269	299
GBP	229	269

	16 GB	64 GB
SEK	2499	2849
DKK	2099	2399
HKD	2559	2999
NTD	9999	11599

First batch of invites starts in May 2014.

- Look and Feel: exceptional design and premium built quality.
- Light and Ergonomic: the OnePlus One is easy to hold and weights just 162g.
- CyanogenMod 11S: fast, reliable and secure OS.
- Best Specs: Qualcomm® Snapdragon™ 801, 3GB of RAM, 3100mAh battery, 13MPx Sony Exmor IMX214 and global LTE coverage.

16GB

$299 USD

64GB

$349 USD

2014 Flagship Killer